







THE CURIOUSLY STRONG STRIPS

To avoid repeating the mistakes of your A VAUD father, start by not marrying your mother! **JULY 2003 NUMBER 431** LETTERS AND TOMATOES DEPARTMENT: IT'S NOT THE HEAT, IT'S THE STUPIDITY DEPARTMENT: HOGWARTS AND ALL DEPARTMENT: Shamazon.com: Harry Potter and the Order of the Phoenix..........14 JOKE AND DAGGER DEPARTMENT: THE CHAT 'N THE STAT DEPARTMENT: MAD Deconstructs TV Talk Shows... SERGE-IN GENERAL DEPARTMENT: CHILDREN'S TELEVISION WORK SCHLOCK DEPARTMENT: MAD's New Sesame Street Characters TONGUE 'N' SHEIK DEPARTMENT: NO COBAIN, NO GAIN DEPARTMENT: **GROSS ENCOUNTERS DEPARTMENT:** Which Big Budget Summer Blockbuster ANGSTER'S PARADISE DEPARTMENT: 36 DON'T TOUCH THAT VIAL DEPARTMENT: If the PBS Pledge Drive Was Run by Crackheads41 GREEN ACHERS DEPARTMENT: Hulk-A-Rama! 43 MARGINAL THINKING DEPARTMENT: Around the Magazine FRONT COVER ARTISTS: MARK FREDRICKSON AND HERMANN MEJIA MAD (ISSN 0024 9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Entire contents © copyright 2003 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 52345 Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.



MAD'S UNCOVER BOYS

What's wrong with you guys? This is the second time in a row you have put Alfred E. Neuman's naked body on the cover (#427 and #428). That's just nasty, c'mon. I don't even want to know what goes through your sick minds. First you have the bare hairy chest of a couple of fat men (MAD #421 and #422) and now this? I expect more from you guys. You usually give good stupid entertainment for good stupid people, but this?

Corey Raney, Nevada, MO

Soft-core — Thanks for your brutally honest note. But we have some bad news for you. If you hated all those covers, you're going to really hate this month's double covers, both of which feature giant naked *green* men. Oh my! Oh my! —Ed.

LORD OF THE ZINGS

I am writing to comment on the mistakes you made in making fun of The Two Towers. I am probably going to be dissed and you're going to make me look like a geek, but that's the price I pay for getting the privilege of getting my letter printed in MAD. First, Gollum is schizophrenic and is divided into Gollum and Sméagol. He calls himself "us," not "me." Also, in the intro you have Frodo and Sam sitting on the talking tree, but in the movie the two Hobbit brothers ride on the tree. And it was the twins that found Gandalf in the forest, not Aragorn, Gimli and Legolas. I love your magazine, even when it has visible flaws.

Zach DeVito, Weston, CT

Z — What the hell movie did you see? Did you buy the freakin' DVD off the street from one of those guys who sneaks a camcorder into the multiplex and shoots right off the screen? Or perhaps it is not Gollum who is schizo, but rather you. Yet another possibility is that it was you who was riding in a tree, fell out and landed on your freakin' head. Hmmm...let's put it to our readers. What do you think is wrong with Zach DeVito? You can choose from any of the ideas above or write in your own diagnosis. Don't worry, Zach, the MAD readers will get to the bottom of your problems. Send your responses to Amy "The Big Zach Wacker" c/o MAD Magazine, 1700 Broadway, New York, NY 10019.

GALL IN THE FAMILY

I really like the issues that you make. My brother now doesn't like your magazine because you made fun of Lord of the Rings. When my brother gets an issue he is going to burn it or give it to my sister Annalise because she really likes your magazine. Oh, and my brother is writing a complaint about you. Don't put the complaint in your magazine. I wish you would always be in business.

Jaclyn Heuser, Blue Island, IL

Jackie — Thank you for your letter. If we can say only one thing to you that you'd remember for the rest of your life and beyond, into the great void of eternalicity, it is this: your brother is stupid! —Ed.



In MAD #428, after 35 years of reading your magazine, you finally printed my letter and name in "The Big Ballot" section on the Letters Page. It said: "I vote Zeb Williams for President! — Karen Garner, Sylvania, OH." I joyfully showed my very best friend, Donna Matthews and she said, "Big Deal!" And I said, "Do you know how many people read this magazine?" And she said, "Who? You and your Dad?" So could you guys please set her straight and tell her how many MAD magazines you sell each year? Then she can see what a kick-ass magazine you've got! Thanks!

Karen Garner, Sylvania, OH

Karen — Thanks for your wonderful letter.
Unfortunately, when we called upstairs to that pencil-pushing geek Godfrey, he told us he doesn't have a clue as to how many magazines we palm off on a gullible public each year. So here's what that bumbling Godfrey suggested you do: go down to your newsstand and ask the guy how many issues he sells every month. Then times that by the number of newsstands in the country. For once, Godfrey appears to be partially on the ball.

We anxiously await your answer. —Ed.



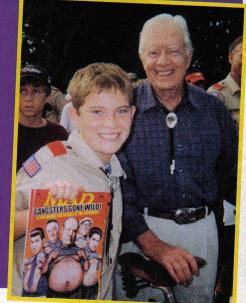
SPECIAL DEMOCRATIC EDITION

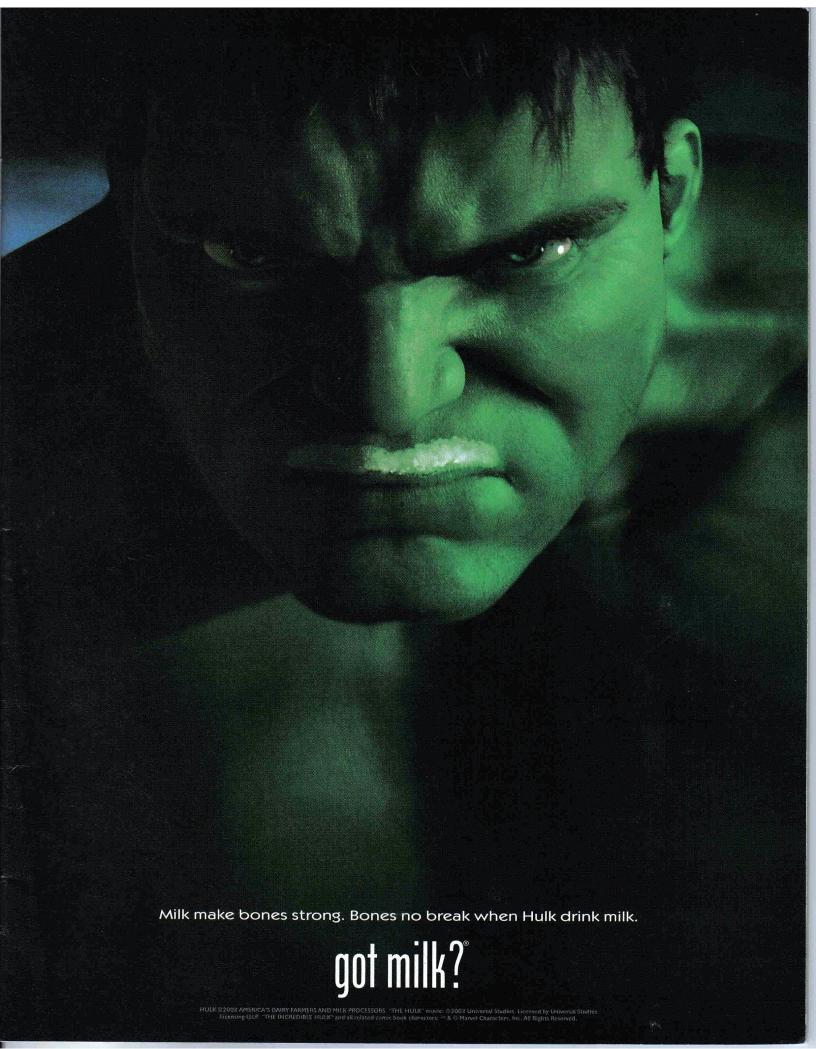
We're rushing this Celebrity Snap of former Attorney General Janet Reno into this issue because after she was trounced in last year's Florida Democratic Gubernatorial Primary, we feared that it will be just a matter of months before all of our readers would hear the name Janet Reno and respond with a giant "Who???" Our thanks to Danny Turkel of Miami, FL for sending it in. You'll be receiving a three-year subscription. Just don't be surprised if some yahoo right-wing Republican demands an investigation into your free subscription. P.S. Did anyone ever tell you that you bear an uncanny resemblance to that Cuban kid Elian Gonzalez? Fa fa!

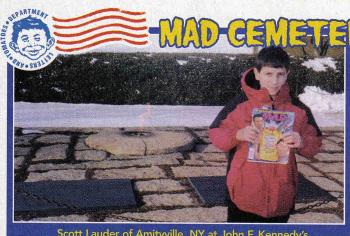
Although having a Nobel Peace Prize is an honor, I believe that having a celebrity shot in your magazine is a lifetime achievement that Jimmy Carter never thought he would receive. I risked life and limb by the Secret Service agents that were already embittered because of being stuck in Plains, GA to get this picture. After Jimmy found out that I took the picture, he forced me to make a million houses until my hands were raw and bloody, I think that I deserve a subscription after going through all that!

Tyler Keeton, Chesterfield, MI

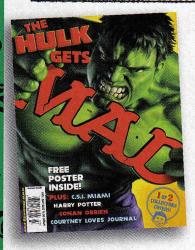
Ty Bo — It's obvious you are "lusting in your heart" for a MAD subscription and so you shall have one. Congrats on your one-year subscription! —Ed.







Scott Lauder of Amityville, NY at John F. Kennedy's grave at Arlington National Cemetery Scott — Thanks so much for your moving photo. It harkened us back to that day many years ago when the dashing young president held up a copy of our magazine and declared "Ich Bin Ein MAD Reader!" Thanks for writing and remember, ask not what MAD can do for you, rather what you can do for MAD. Congrats on your one-year subscription! —Ed.



DOUBLE YOUR PLEASURE

In a pathetic, thinly-veiled attempt to double our circulation in one month, we are once again slapping two different covers on the same issue of the magazine and calling both "Collector's Covers." We urge you to run right out and buy both issues immediately. Failure to do so could result in the firing of that bumbling Godfrey!





This essential compendium includes: the classic Hulk TV satire, rap CD warning labels, Condom Buying for Dummies and that freak Michael Jackson!

Don't miss next month's annual "50 WORST" ISSUE

This year it's the
50 WORST
THINGS ABOUT
MOVIES!

ANOTHER DEFINE MESS

Back in MAD #428 we asked readers for their definition of the word Potrzebie. We got a furshlugginer number of responses! Here are some of the best:

potrzebie (po-tr-z'-bie) (n.)(v.)(adj.)(adv.):

The stage a booger is in between being in the nostril and being in the mouth.

— Gloria Tarantino, Cadillac, MI

One who sweats profusely at the sight of shellfish.

— Jason Renslow, Plymouth, MA

An Iraqi dog-based soup.

— Karen Garner, Sylvania, OH

That thing that bounces.

— Jerry Moore, Cerritos, CA

It's where your lap goes when you stand up.

— Theo Saurus, Eagle Rock, MO

An Afro sculpted into a swan.

— Eric Swotinsky, Sudbry, MA

A crunchy dipping sauce created when the mosquito lamp was placed too close to the dip bowl.

— Andrew Goelz, Shorewood, WI

A necessity.

— Bob Gorley, Santa Ana, CA

Means the same thing as "No Schnoz Kapop" in a foreign language.

- Richard Van Deusen, Rockwood, PA

A mostly goulash dish, made by improvised mixing and cooking whatever leftovers are in your refrigerator.

— Robert Schreib, Toms River, NJ

A sound that establishes the existential borders of solipsism.

— Aron Weiner, East Lansing, MI

A state of severe mental confusion.

— Christopher Boydston, Boulder, CO

People who read MAD and do not find it humorous.

— Michael Piekutowski, Ont., Canada

A vomiting turtle.

— Anthony Siraguse, Lakewood, CO

A medical condition that results in sharp, severe pain in the stomach area. Symptoms tend to be worse after one reads a whole MAD magazine in one sitting.

— Steve Kapschock, Bensalem, PA

The patron saint of thimble collectors.

— James Reyes, Chicago, IL

The feeling of being suspended in midair while eating corn flakes in a rusty suit of armor while your flea-bitten poodle runs amok.

— Siri Lynn German, Melbourne, FL





Jim "I have way too much time on my hands" Hutchings of Ontario, Canada once again darkens our offices with his "creativity," stretching the term "art" thinner than humanly possible by even the most learned of linguists. Jim's medium this month: assorted candies — including, but not limited to, Snickers, Kit Kats, Chiclets, Tootsie Rolls and what appears to be several chocolate bars (at least that's what we hope they are)! Jim, for God's sake, when are you going to get the help you so desperately need? Please, man, please call the hotline. Even a layman can see that each of your entries is a desperate, candy-coated plea for help. Thanks for writing!

MAD

XL#23

ON SALE

JULY

15!

MAD

#432

ON SALE

Make A Dumb Wish Foundation™

I would like to make a wish for the **Make A Dumb Wish Joundation™**. I wish you would alter the color of cranberries. I want them to be red from now on. I also wish you would alter everyone's memory so that the new red color seems perfectly normal to everyone.

Sean Bernard, Lafayette, LA

Bernie Mac — As you know, it is the mission of Make A Dumb Wish FoundationTM to grant as many dumb wishes as possible. That's why excitement always runs high at the Make A Dumb Wish FoundationTM headquarters when a letter as dumb as yours comes in. From henceforth, all cranberries shall be maroon, oranges will remain orange and ditto blueberries — blue. We're still dickering with green beans, we'll get back to you. In the meantime, thanks for writing the Make A Dumb Wish FoundationTM.—Ed.

TROUBLE JEOPARDY

In MAD #428, you have a letter entitled "We Lost On Jeopardy." One of the answers on page four was "on each cover you'll find a little IND next to the M in MAD and this five letter word after the price." The response written under the answer was "What is 'sucks'." Now I don't know who at your magazine wrote that, but it is incorrect. The correct response is "What is 'cheap'."

Matthew Clark, Holy Cross, KY

Matty — Oops! Our mistake! It isn't MAD that sucks, it's YOU! Thanks for writing! —Ed.

JUSTIN'S TIME

I would like to thank you for providing me with a year of entertainment. We really enjoy reading MAD and always look forward to next month's issue.

Justin Miler, Inverness, IL

Justy — Thank you for your nice, sweet letter. Whenever we receive a letter such as yours, it breaks our heart to have to make fun of you, but that is what we do. Hey, poopy pants Justin! —Ed.

This month's Envelope of the Month from Nathan Carroll of Ekalaka, MT has an international military flavor. It would be a classic Envelope of the Month, if not for the conspicuous absence of Uday and Qusay!

Amy Funk and Wagnall Co

Magazine

1700 Grandway, New York, NY 10019

William M. Gaines founder

FAX

MAD

AT (212)

506-

4848!

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Contributing Artists And Writers

the usual gang of idiots

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VISIT THE MAD WEB SITE! www.madmag.com

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 431, 1700 Broadway, New York, New York, 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a selfaddressed, stamped envelope! MAD doesn't read faxed submissions!

IT'S NOT THE HEAT, IT'S THE STUPIDITY DEPT.

see huge problems ahead!

Comedian Fred Allen once said, "Imitation is the sincerest form of television." So, obviously, did the creators of *CSI*. They've duplicated the exact DNA of their original Crime Scene Investigation series located in Vegas and simply moved it to the steamy tropics of Florida! Uhhuh, a copycat cadaver cop series! Same formula, new faces. And one familiar old face! Here is...

C.S.OY



September 6, 1994, 4:15 p.m.!

Is that the official time of death? Yeah, of David Caruso's career! It's the day he walked out of NYPD Blue!

And the cause of death?

difficult!

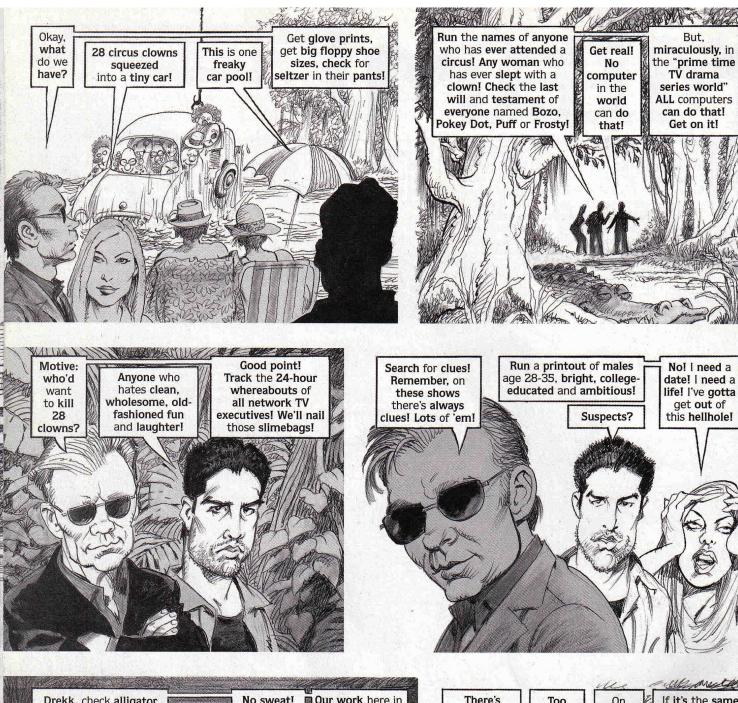
Ray Romano!

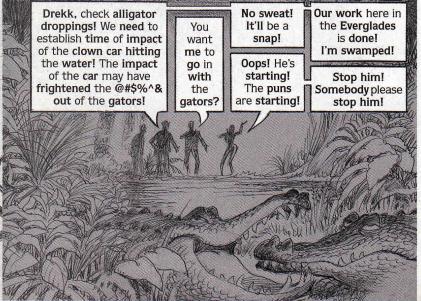
It looks like
"inflated ego"
and an
"overdose
of star
tripping"!
A fatal
combination!

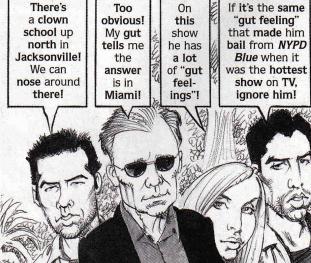
EMORY TRI-DELT MINGLE. STEMA NU I don't think David Caruso Are No, They say He makes Caruso **Russell Crowe** should be out in the you a I'm Florida sun exposing dermacan be and Steven moody and himself week after week! tologist? TV Seagal look like

critic!

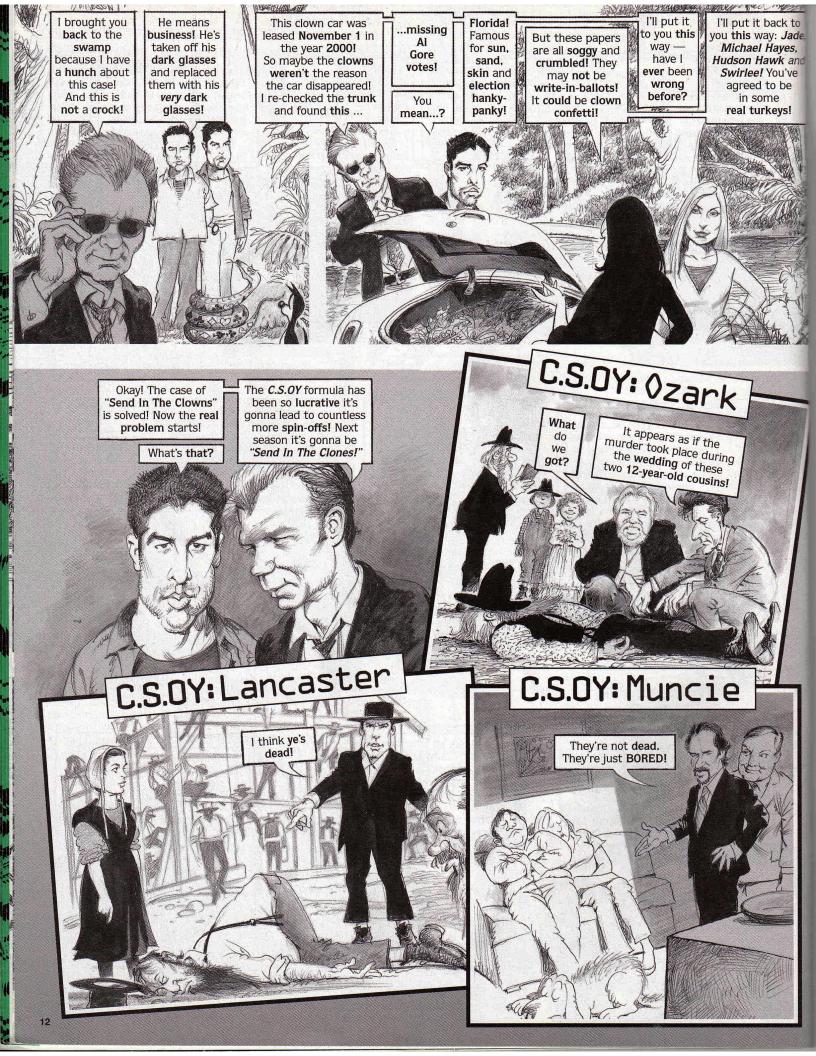
MiaMi ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN The victim expired from a single .45 caliber Look! Excuse Before she A highbullet wound through the left vertebra! joined the Miami me, speed car Her size eight shoe was scuffed at the heel, but C.S.OY Beach, indicating she was a peace marcher, the tattoo chase! what's that's team she on her left thigh indicates she was liberal the was a with a trace of conservatism. She was for deal At 35 high regular on women's rights but favored Capital Gains tax with The West miles per speed cuts and the privatization of Social Security! Collie? chase! Wing! hour? POLICE Our TV series, Miami Nope! Unfortunately, in this Kim Delaney? Yes? Yes! More bad Vice, had a huge fashion series, the producers have It news, Kim! made Oratio's wardrobe extraand style influence was You're out Remember how you on America! Anything dull to give his character some awful! of this MAD mysteriously disappeared happening here? excitement by comparison! satire, too! from the series?







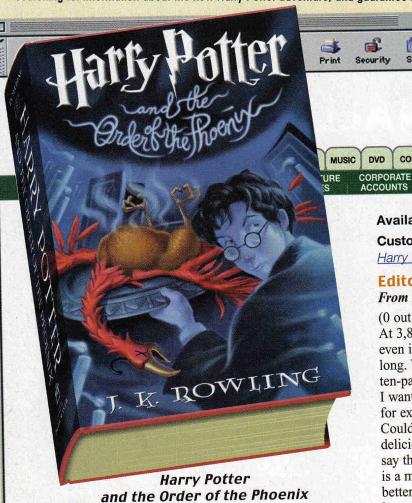






The next Harry Potter book is the most hotly anticipated novel since...er...the last Harry Potter book. But given that a) there have already been four Potter novels, b) the last one ran over 700 pages and c) J.K. Rowling's writer's block delayed the new book's release for a full year, maybe there's just not that much left to say about the young wizard! Even so, as a service to our readers, we Googled and Yahooed our fingers raw searching for information about the new Harry Potter adventure, and guarantee the following to be the best, most accurate facts available online...

DVD



by J.K. Rowling

Book Description by Shamazon.com:

Due to J.K. Rowling's obsession with secrecy, nothing of substance is known about the plot of Harry Potter and the Order of the Phoenix, so here are a few of the internet rumors that we at Shamazon.com have dug up regarding this book:

The Hogwarts students topple a statue of Lord Voldemort and beat it with their shoes

After finally acknowledging they share a love whose name hey dare not speak, Draco Malfoy's henchmen Crabbe & Goyle buy a white tiger and take their magic act to Picadilly Circus

It turns out Ron's pet rat Scabbers is a carrier for the SARS virus

Hagrid cuts himself while shaving...his shoulders

To the surprise of everyone at the Academy, Dumbledore returns from a "vacation" looking like an entirely different person

Harry is suspended from the Quidditch team when he's caught corking his broomstick

Even more details about Harry's parents are revealed, such as the fact that they really adored pudding

Bowing to pressure from fundamentalist Christians, the American edition of the book will have no mention of "house-elf nookie"

Availability: Usually ships via carrier owl

www.shamazon.com/Potter

Shamazon.com.

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TEXTBOOKS

Customers who bought this book also bought:

Harry Potter and the Sorcerer's Stone (well, DUH!)

Editorial Review

COMPUTERS

From Nickelodious Magazine

(0 out of 10,000 people found this review helpful): At 3,800 chapters and 255,000,000 words (many of them not even in any earthly tongue!), everyone said this book was too long. Well, I say it's not long enough! I was enraptured by the ten-page description of the various license plates on Privet Drive. I wanted to know MORE about Malfoy's dental records! Why, for example, did he NOT have that wisdom tooth taken out? Couldn't he have done so with his magic powers? These are the delicious details readers are simply clamoring for! To those who say the book's too lengthy, remember, the Brooklyn phone book is a mere page longer, and a much better read! This book's even better (and longer?) than the Bible, which has a few logic problems. I mean, really, Moses parting the Red Sea without the help of wizard magic? Puh-leeze! J.K. Rowling has written the Newer Testament! There, I said it! Take that, Bible!!!

Book Excerpt:

"Dumbledore lowered his hands and surveyed Harry through his half-moon glasses. 'It is time,' he said, 'for me to tell you what I should have told you five years ago, Harry. I am going to tell you everything."

'E-everything?' asked Harry, hoarsely.

'Everything,' Dumbledore repeated, authoritatively. Dumbledore leaned in close, his face lit dramatically by the brazier torch.

'THERE IS NO SANTA CLAUS,' he pronounced, gravely. 'That's just Hagrid dressed up in a red-and-white suit.'

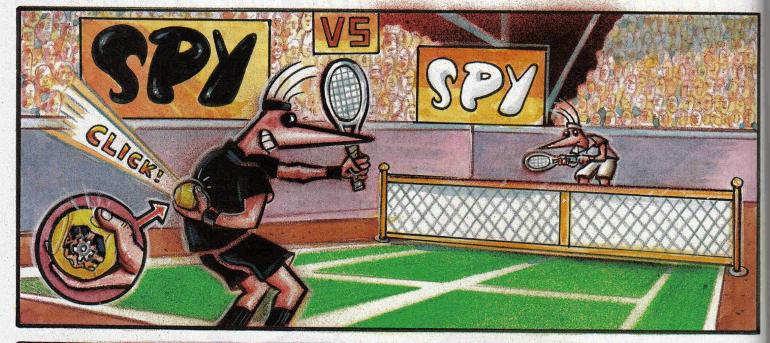
A thunderclap sounded in the distance, punctuating the moment. Harry couldn't believe his own ears. 'NOOOOO!! W-what are you trying to say?' Harry stammered.

Dumbledore grew impatient. 'I'm trying to tell you EVERYTHING!' he shouted.

'But why does EVERYTHING have to be so terrible?' Harry protested, his face covered in tears. 'Next thing you'll tell me Biggie and Tupac aren't still alive and planning a reunion tour with Aaliyah's brain!'

'Er,...well, actually...' Dumbledore stammered, clearing his throat..."

WRITER: ARIE KAPLAN











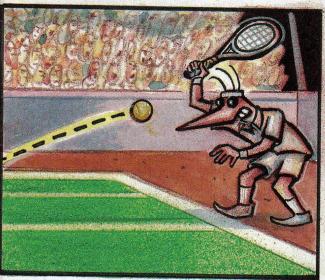




ARTIST AND WRITER: PETER KUPER













MAD now continues its award-avoiding series in which we learn that on those wild, impromptu TV talk shows, anything can happen and anything goes! As long as you redefine "anything" to mean "precisely what the staff and producers decided would happen, micromanaged down to the nanosecond." So, if you're looking for surprises, keep thumbing your clicker, and for that matter, don't bother reading...

The show's introduction, featuring blaring music, fireworks and an over-enthused announcer howling with inappropriate excitement. It's almost enough to make you forget that tonight's guests are Rebecca Romijn-Stamos, Henry Winkler and music group Add N To (X).



Whenever one of the monologue jokes stiffs, Conan does one of his famous "saves" by launching into an awkward, gawky walk. (This is not to be confused with the awkward gawky physical motions Conan makes during the other 59 minutes.)



Conan briefly interacts with band leader Max Weinberg. Instantly, the audience comes to appreciate the brilliant comedy chops of Paul Shaffer.



A giant TV set lowers from the ceiling, and it's time for Conan's first comedy bit. It might be an interview with a talking photograph with moving lips. It might be a look at bizarre cable channels. It might be a faux "movie reviews" segment with doctored clips. Whatever it is, though, it's hard to avoid the conclusion that you're watching a guy on TV who's watching a TV, just like Ted Koppel does on Nightline. Only most nights, Koppel is funnier.



Conan interviews the first guest and — surprise! — they just so happen to be hosting this week's Saturday Night Live. Or they just so happen to be a cast member of Saturday Night Live...the show Conan used to write for. Before Saturday Night Live producer Lorne Michaels gave Conan the talk show. Which Michaels also produces. In the same building. In show biz terms, this is known as "one degree of separation."



COMSTRUCTS

NOWS

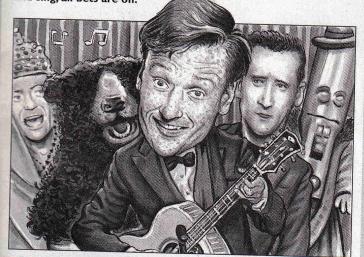
THIS MONTH:



Whenever the guest is a hot chick, Conan launches into his beloved growling, hissing, meowing, fingerwiggling, eyebrow-smoothing sexual harassment routine. We're not certain, but this may be the way that construction workers on the planet Jupiter like to annoy passing women. But to many guys watching the show, by themselves, at I a.m., in their lonely bed of pain, they're thinking "Hey...that could work."



The show's second comedy segment, which features the same three or four writers who always write themselves into the show. They're hoping that their speaking parts might whip up a little career buzz and rocket them out of late night hell and onto a staff job on Cedric The Entertainer. The actual content of the sketch is unimportant, and is usually determined by taking a few random words and slapping them together to create another "conceptual" character — The Hydrophobic Cowboy, or the Amish Superhero Bowling Team. Of course, whenever Conan decides he wants to play acoustic guitar and sing, all bets are off.



As the second guest chats mindlessly with Conan, ignore the happy talk. The real story can be seen in the guest's eyes. Look closely enough and you can actually see the terrible, terrible realization that haunts their innermost being: they're the second guest on Conan.



The musical segment, featuring a band that's never performed in front of more than 2,000 fans before. They are clearly thrilled at the chance to play to a viewing audience of almost four times as many people.

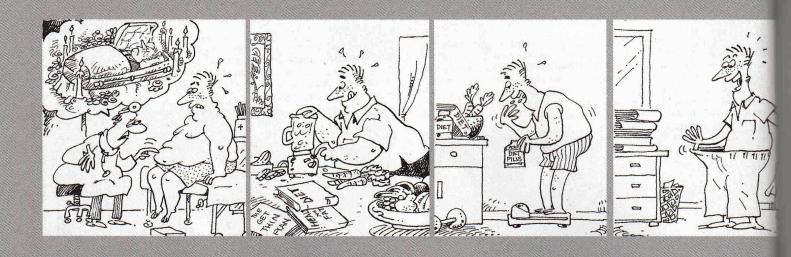


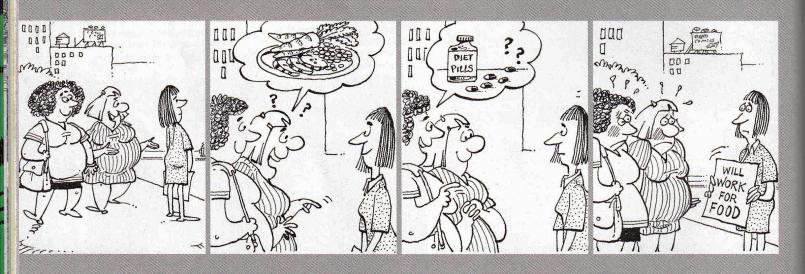
Nobody knows what might or might not occur from this point on. No one in the history of television has ever watched an episode of Late Night with Conan O'Brien all the way to the end.





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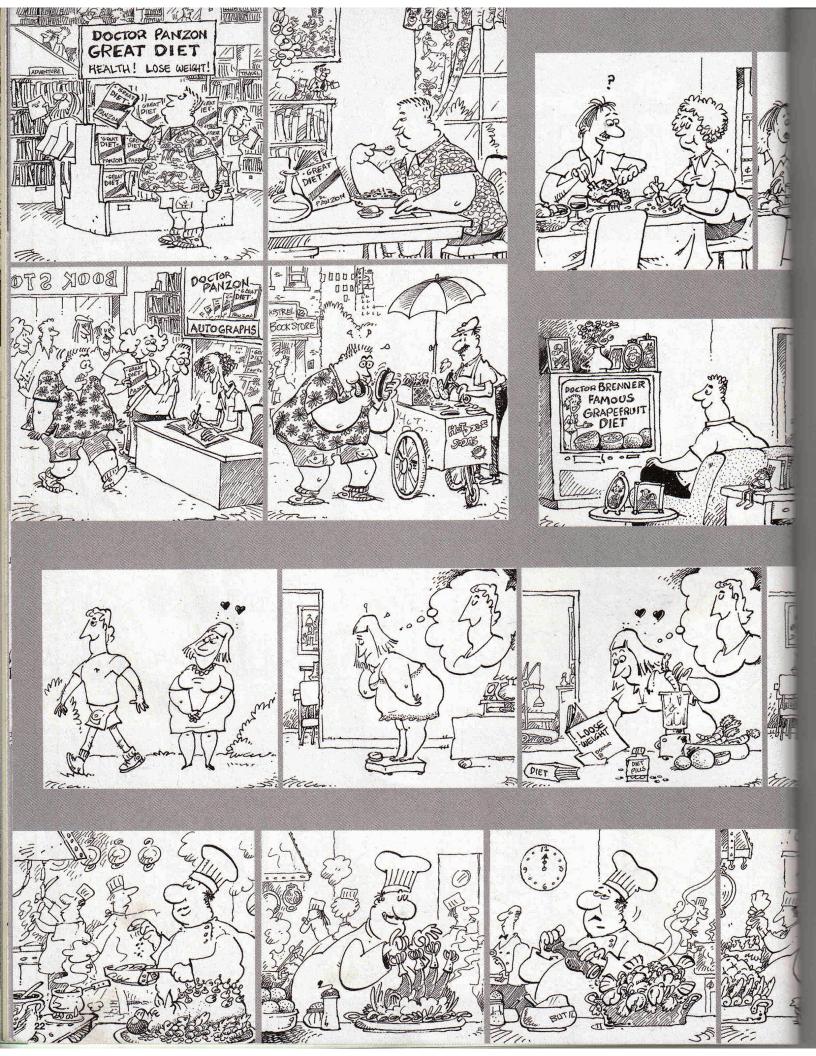
DBETING.

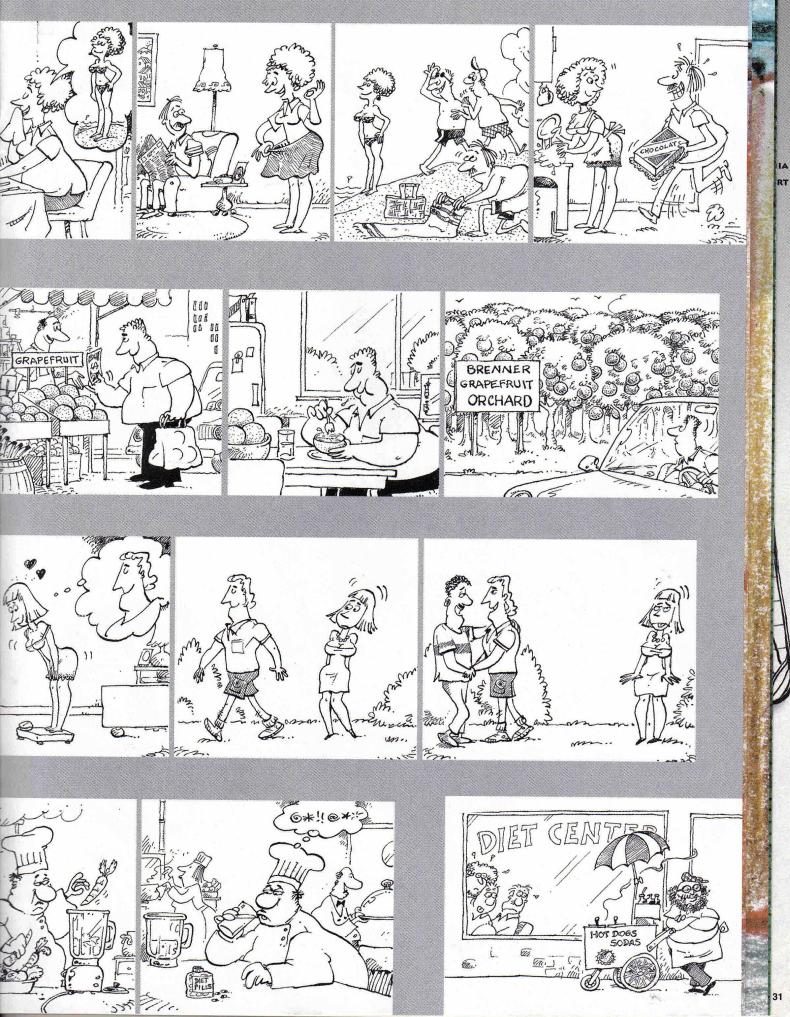


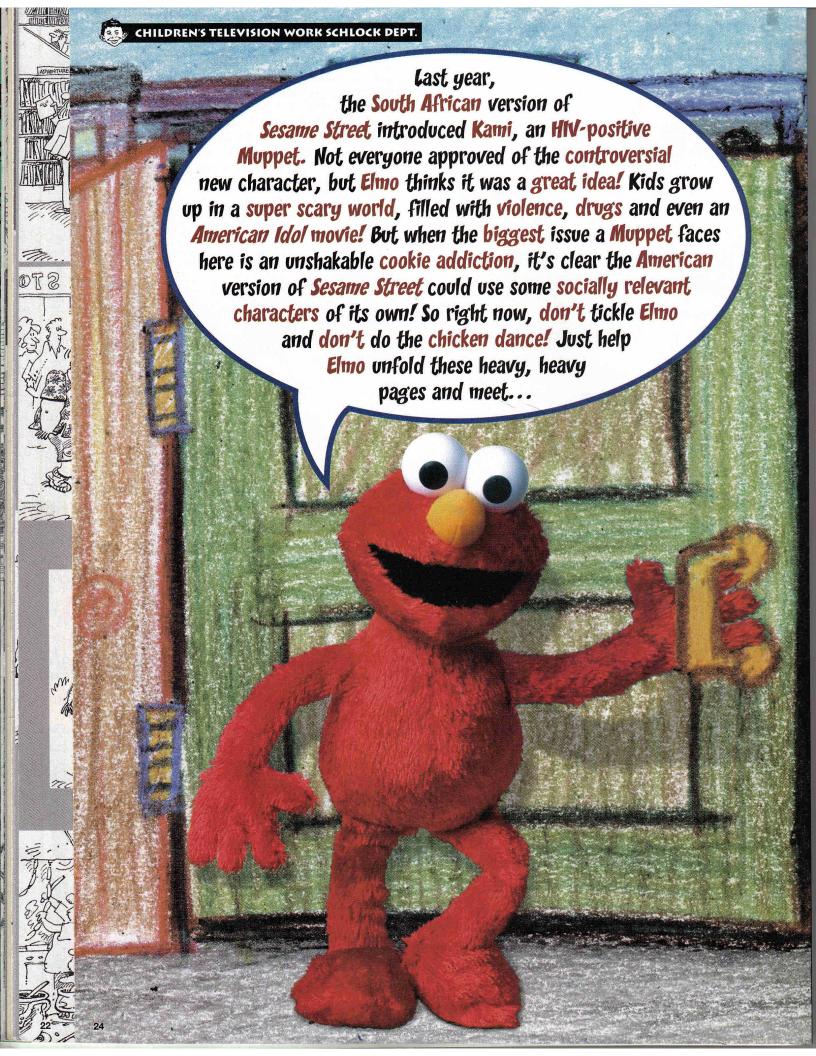


ARTIST AND WRITER: SERGIO ARAGONES



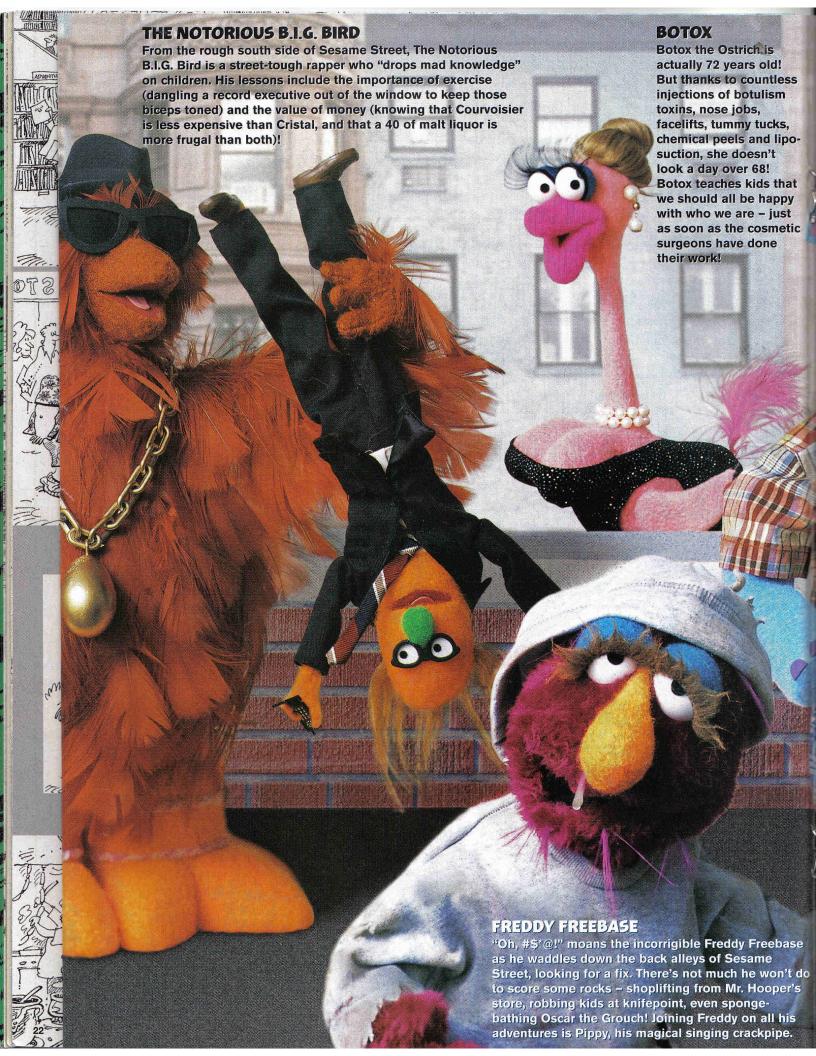


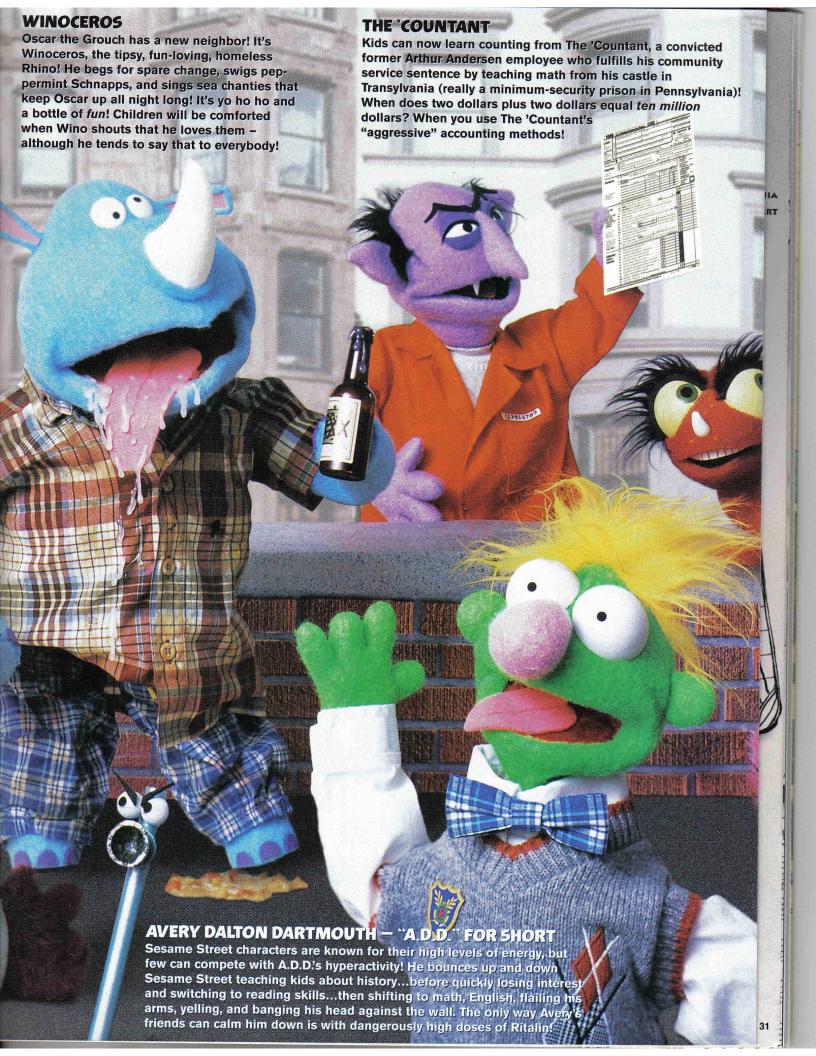
















Al-Jazeera — the Arab equivalent of FOX News (without the fancy graphics and Shepherd Smith!) — was virtually unknown in the United States until it started broadcasting Osama bin Laden's video rants. And now, with American military forces in Iraq, Al-Jazeera gets a ton of free publicity on all three U.S. networks. But hey, the war can't last forever, and sooner or later the network is going to have to develop some original programming. With that in mind, we present an advance look at the inevitable...

AL-JAZEERA Uday Hussein's Cheers And Jeers!

Palestinian store owner Reza al-Mahim and Israeli cab driver Moshe Lichman redecorate each other's homes with gunfire and explosives, then accuse each other of destroying the peace process.

Excerpts from Osama bin Laden's latest three-hour audio tirade in which he reveals the endings to the latest hot movies and makes suggestive comments about George W. Bush's mother. Also, Tariq Aziz makes goat-kabobs.

A-J 24 (CC)-Drama 1:00
Freedom-fighting Al Qaeda operatives living in Sheboygan, Wisconsin have just 24 hours to outwit godless American FBI agents.

A-J Afghanistan's Funniest Home Videos (CC)-Comedy Stinger missile kitchen mishap; donkey shenanigans; fun with burqas.

A-J This Old Safe House-Home and Garden Members of a Hamas sleeper cell hiding in the West Bank add a little flair to their hovel by building a palmwood paneled storage room for their suicide bombs.

A-J Survivor: Baghdad (CC) 1:00 High-ranking Iraqi officials must outsmart, outwit and outplay imperialist occupation forces or face an international war crimes tribunal.

(CC)-Biography 1:00
Taliban hardliners hiding in the mountains of Afghanistan reflect on the "good old days" when their only enemy was the beatable Soviet Union.

THENEW KING OF LATE OSAMAS.

A-J Everybody Loves Ramadan

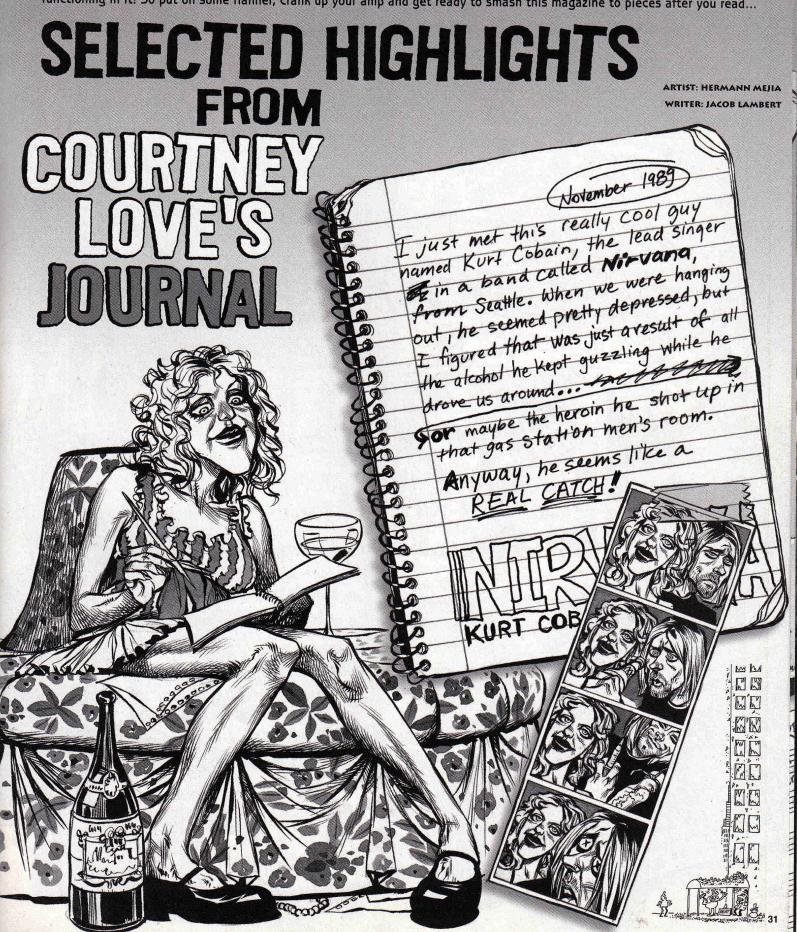
When Allied forces halt their attacks during the Islamic high holiday, the endearingly-befuddled Sergeant Barak is able to spend time with his zany family members. But when Mohammed's mother boasts that she makes a better Quabili Pilau than his wife, he feels like he's back at the front lines with the infidel coalition aggressors.

A-J Sects and the City (CC)-Comedy
Four happy-go-lucky warlords wait for allied
forces to hit the road so they can divvy up
what's left of Kandahar. In the opening
episode, Mr. Big shaves his mustache and
is beaten silly by angry clerics.

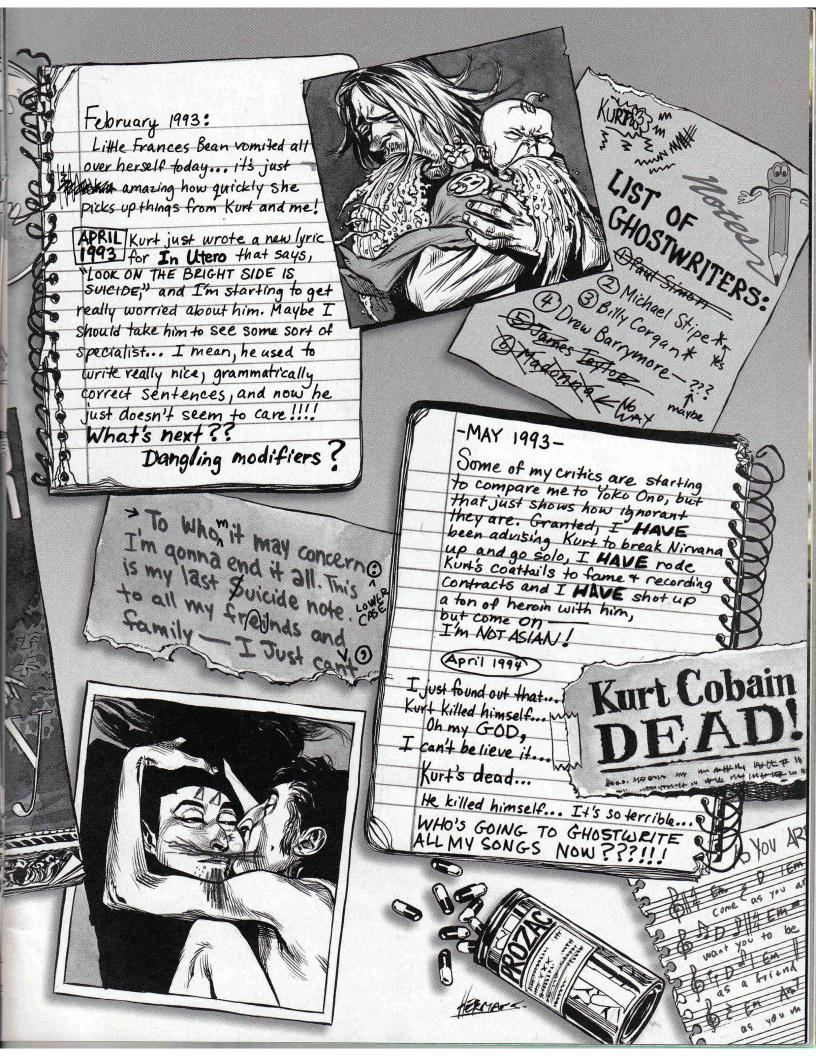
A-J CSI: Kabul (CC)-Crime Drama 1:00
A magnifying glass, litmus paper and other high-tech tools are used to solve baffling crimes. This week: Who tried to assassinate Afghan President Hamid Karzai? Next week: Who tried to assassinate Afghan President Hamid Karzai?

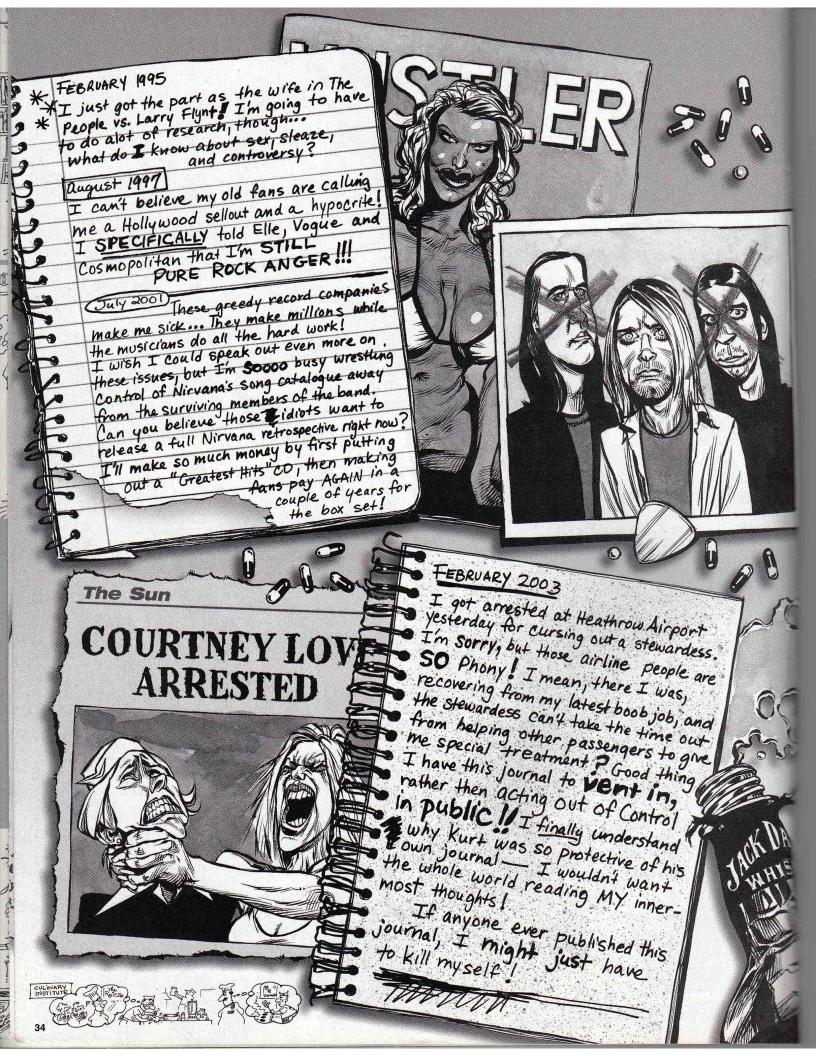


When Kurt Cobain's widow, Courtney Love, cut a deal to publish his private journals last fall (against his stated wishes), the journals revealed an unstable personality struggling to function in normal society. Now, MAD has been granted exclusive access to the private journals of Courtney Love herself, and these journals reveal...an unstable personality normal society doesn't want functioning in it! So put on some flannel, crank up your amp and get ready to smash this magazine to pieces after you read...









If there's one thing worse than the dimwitted blockbuster movies we're forced to endure every summer, it's the dimwitted media trying to guess which movie will make the most money. They don't have a clue, but, come to think of it, neither do we, so let's do what the dimwitted media does and explore...

WHICH BIG BU \$\$\$WILL MA

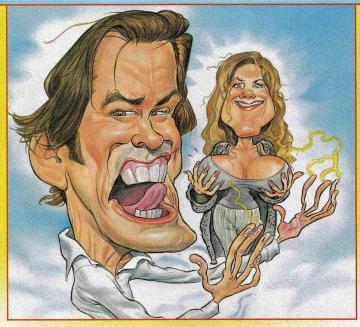
BruceALMIGHTY

What it has going for it:

After the huge box office successes of crap like *The Grinch* and the *Ace Ventura* series, audiences will have no trouble believing Jim Carrey is capable of pulling off miracles.

What it has going against it:

The hordes of moviegoers might be in the uncomfortable position of actually having to agree with Rev. Jerry Falwell when he calls it "ass-trocious trash."



Projected Demographics:

Horny males will love Jim Carrey's character since every one of them wants to give his girlfriend a magical boob job, too.

What it has going for it:

As best we can tell, absolutely nothing.



THE MATRIX RELOADED

What it has going for it: The directors already mined every tired sci-fi cliché in

already mined every tired sci-fi cliché in the last movie, so it's quite possible that they'll come up with something original for this one.



What it has going against it:

Now that audiences have seen the 360-degree mid-air fights in dozens of other movies, they'll have nothing left to hold their attention except Keanu Reeves' ass-trocious acting.

Projected Demographics:

The story of slimy villains making a fraudulent world seem real to the public is relevant to anyone who's listened to their broker and invested heavily in tech stocks. Unfortunately, none of these people have any money left to see this film.

What it has going for it:

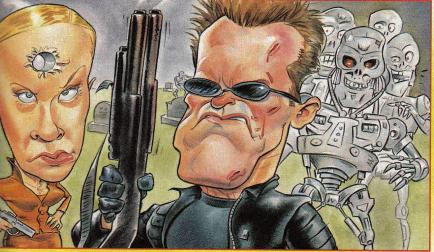
Audiences will do anything to make this series a success if it'll keep Patrick Stewart from making another ass-trocious Star Trek movie.

What it has going against it:

Between the impenetrable makeup and the endless carping about not fitting into society, this is like Marvel Comics' version of The Hours.

DET SUMMER BLOCKBUSTER KE THE MOST MONEY \$\$\$

TERMINATOR 3 RISE OF THE MACHINES

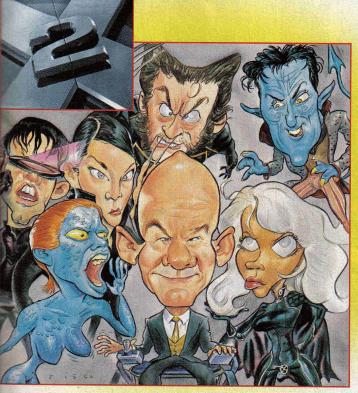


What it has going against it:

Thanks to Microsoft and AOL, the idea of evil computers taking over the world may hit a little too close to home for some moviegoers.

Projected Demographics:

Will do extremely well with Californians who know that if Arnold Schwarzenegger's acting career tanks, he'll make good on his threat to run for Governor of their state.



Projected Demographics:

Should do well with Conservatives, who like to see a wheelchair-bound character who doesn't need government handouts, and it should do equally well with Liberals, who can identify with a bunch of despised misfits who want to save a world that hates them.

GULK



What it has going for it:

The producers promise to reveal the secret of why, when he turns into The Hulk, Bruce Banner's shirt rips totally off his body... but not his pants.

What it has going against it:

This is not what minority groups mean when they say that they want to see more action heroes played by "men of color."

Projected Demographics:

The Hulk's dialogue of "Grrrr!" and "Hulk smash!" makes it perfect viewing for Ritalin-addled teens, NRA members and Vin Diesel fans.

ARTIST: SAM SISCO

WRITER: BARRY LIEBMANN



PART BABYDOLL I WAS SENT TO BRING YOU AND YOUR FAMILY TO WAIT. YOU I WAG LOKING TOLD ME HE WAG FOR GOME FOR GOME ACTION! YOU ATE THAT ORPHAN STORY UP! DID SOMEONE SAY DID SOMEONE SAY, "YOUR FATHER"? NEW YORK CITY TO SETTLE HIS AFFAIRS. **NEW YORK CITY?**



















Monrage HE'S
GOT A POINT.
I'M NOT THE
ONLY THING
LOWBALLED
AROUND
HERE! DAMN IT!
IT HURTS MY
HEAD WHEN THE
LITTLE TURD OKAY. WHERE'S WAIT! WHAT IF IT'S WORTH EVEN MORE? GONNA TAKE A COUPLE DAYS AND THINK ABOUT THIS. RIGHT AROUND THE OH DEAR. ALL
RIGHT, THE COMPANY
WILL GLADLY PUT YOU UP,
CONGIDERING WE ARE YOUR
GOLE AGENTS IN THIS S BANK? S CORNER IS RIGHT. WHAT? NEGOTIATION. LET'S WE'RE DEFINITELY GONNA NEED SOME WALKING AROUND MONEY, AH, NOW THAT'S THE NEW YORK I REMEMBER! MAFIOSOS WERE WHAT HAPPENED? THIS IS GETTING PAID BETTER TO WORK AS ACTORS AND CONSULTANTS IN HEY LOOK THAT DOG LITTLE IS GOING TO GET HIT BY A TV AND MOVIES. ORGANIZED CRIME USED TO RUN THE SHOW TRAIN! GET YOUR PHOTO WITH THAT'S NO DOG, IT DOWN HERE. NOW, FORGET ABOUT IT! A REAL GOOMBAH" A RAT Joeycalamari 57 th MOB GUY WACKED ON THE SOPRANOS \$1000 WHATEVER. WE'RE GONNA HEAD BACK TO THE HOTEL. NO. TOTAL REQUEST LIVE! I HAVE TO GO CHECK IT OUT! GREAT!
I'LL CATCH UP
TO YOU GUYS
@ LATER! @ VIEW TRL I HAD THAT ONCE, A LITTLE G.I. SALVE TOOK CARE OF IT. ELBHDY'S RAM OH YEAH. 40



Bigger isn't always better. Just look at tumors, gas-guzzling SUVs and The Hulk (a big-screen, big-budget movie that's nothing more than a big waste of time). For the most damning proof, however, look no further than the big batch of articles starting right on this very page! We call it...

MAD's Statistical Breakdown of The Hulk's Opening Day Audience

Real gammaradiation scientists, laughing their heads off

Dedicated Lou Ferrigno fans who have weathered his 20 years of unemployment, there for his "comeback" cameo

Nearsighted "Jolly Green Giant" fans

1.25% Nearsighted 'Hulk Hogan" fans

U.S. Army strategists just there to see how our tank divisions do against the "angry radioactive superhero" threat

Comic book nerds, each armed with a laptop, documenting every single difference between the movie and the 30 years of Hulk storylines they've memorized.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will turn green from rotting in the grave!

THE HULK

CAUSE OF DEATH

Overdose of quack Internet cure for "Gamma Ray-Induced Angry Green Monsteritis"..... ODDS

Lung blowout from especially incredible grunt.....

Stabbed in the throat by scissors in brawl with barber who gave him that moronic haircut.....

Mistaken for body-painted New York Jets fanatic and beaten by a gang of drunken Raiders fans.....

Infected papercut while stuffing Father's Day card into envelope200,000,000:1

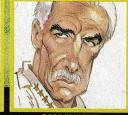
HE CAST OF THE H



ERIC BANA as "THE HULK" Why he agreed to take the role: Hmmmm, tough one. Oh yeah, hold on. Maybe because he's



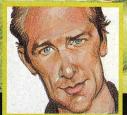
JENNIFER CONNELLY as BETTY ROSS Why she agreed to take the role: Since it only took her ten years to recover from the debacle of The Rocketeer, Ms. Connelly's finally ready to risk ruining her career forever with another moronic comic book movie.



Why he agreed to take the role: In order to grow as an actor, Mr. Elliott courageously decided that every 50th movie he does should have nothing to do with cowboys.



Why she agreed to take the role: Ms. Langton had a few years of "down time" to kill while waiting for the two-hour Melrose Place reunion show in 2009.

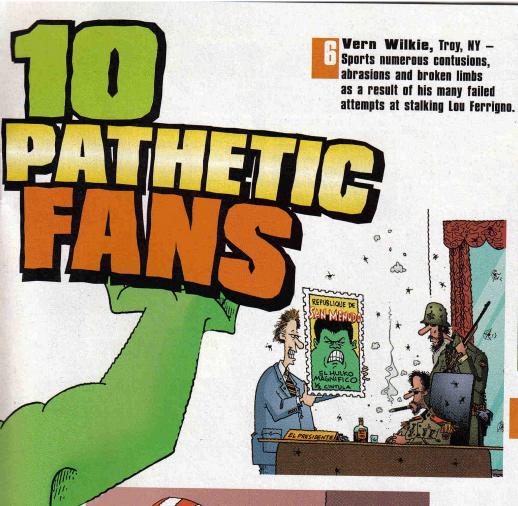


Why he agreed to take the role: After starring in *Sweet Home Alabama*, Mr. Lucas wanted to tackle a more realistic script for a change.



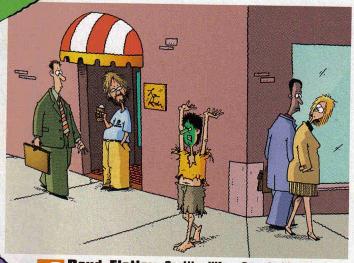
and NICK NOLTE
as DR. DAVID BANNER Why he agreed to take the role: Mr. Nolte signed onto the pro-ject because the studio agreed to provide him with a car and designated driver.







Rev. Wayman G. Case (Ret.),
Poultney, VT — Currently somewhere
in Central America lobbying tinhorn
dictators for a special Hulk
commemorative postage stamp.



Boyd Flatley, Seattle, WA — Spends his days as a third-rate, greenfaced street mime, wandering the streets and throwing large, imaginary vehicles into Puget Sound.



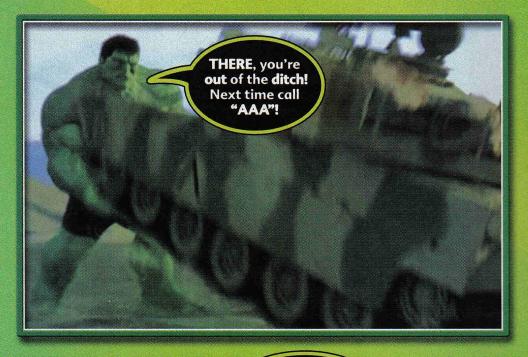
Arnie Rogowski,
Fond Du Lac, WI - Spends
16 hours a day updating his
pitiful "hulkanatic.com"
website for, essentially,
the other nine losers
profiled here.

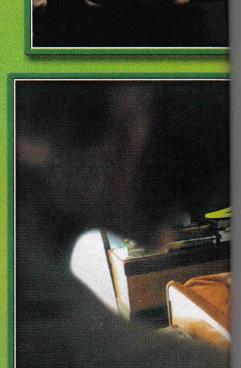




LESS-THAN-INEREDIBLE CUTTAKES

WRITER: GREG LEITMAN



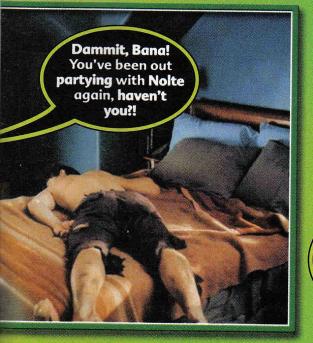




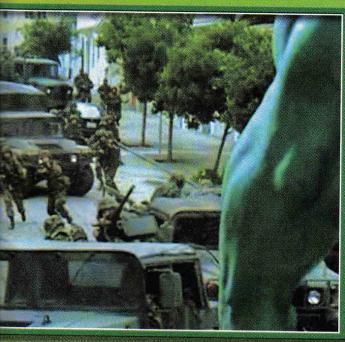










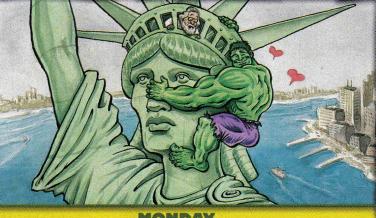




THE HULKHAS A BAD WEE



WHILST CHANGING INTO THE HULK, BRUCE BANNER'S **JOCKEY SHORTS CAUSE A DEBILITATING WEDGIE**



MONDAY

HIS FEELINGS FOR THE MYSTERIOUS GREEN LADY IN **NEW YORK HARBOR CONTINUE TO GO UNREQUITED.**



HE UNSUCCESSFULLY ATTEMPTS TO DINE AT A NEW RESTAURANT.



Wednesday

OFFICE GOSSIP STARTS AFTER THE CLEANING LADY FINDS A MAJOR CLUE THAT THE HULK MAY WORK AT THE LAB.



THURSDAY

THE MORNING AFTER A "HULK ATTACK," HE WAKES UP WITH ONE HULK OF A WOMAN SLEEPING NEXT TO HIM



FRIDAY

HE LOSES THE SECURITY DEPOSIT ON YET ANOTHER APARTMENT.



BETTY ROSS STOPS BY WITH SOME NEWS.

WHAT INCREDIBLE **GREEN MARVEL ARE MANY EAGERLY WAITING TO SEE?**

HERE WE GO WITH ANOTHER RIDICULOUS

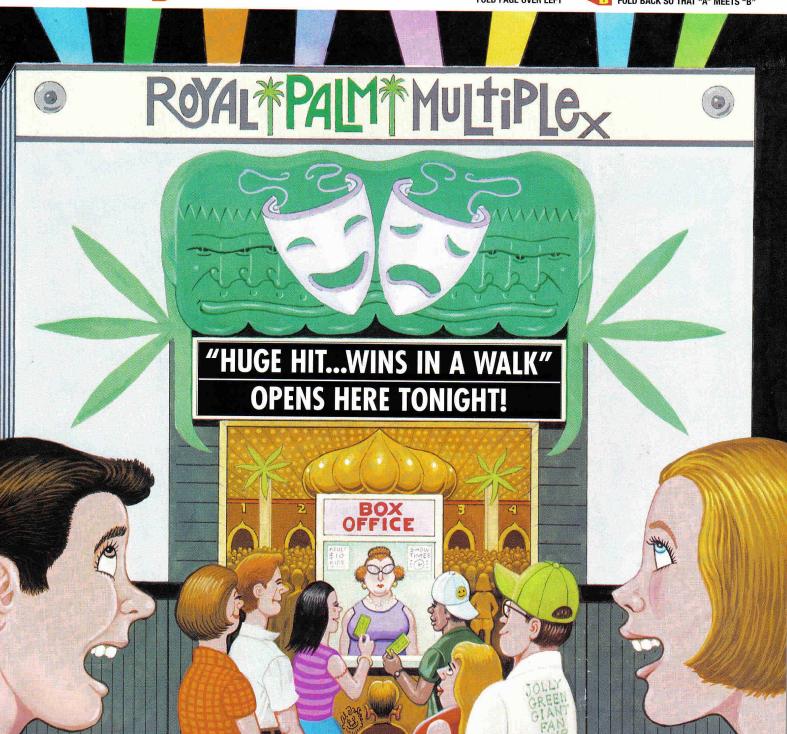
People are waiting in droves for an upcoming event which they hope will bring them great glee. They've been looking foward to it for so long, it should come as no surprise that their anticipation is extraordinarily high. To find out what they're clamoring for, fold page in as shown.



FOLD PAGE OVER LEFT



FOLD BACK SO THAT "A" MEETS "B"



LEGENDS ARE CONSTANTLY CREATED. WE'VE IMMORTALIZED MEN, WOMEN, PETS, AND BUILT MANY WEIRDLY RADICAL MONUMENTS TO THESE THINGS. THIS CAUSES A VARI-ETY OF ARGUMENTS. GOOD STUFF AND PURE JUNK ARE PEDDLED AS FINE EXAMPLES OF AMERICANA



ARTIST AND WRITER: AL JAFFEE

